

NOT FOR CIRCULATION

Minor Kenner, a man of great vision, who founded this city in 1852, would not be surprised to see how it has grown.

Kenner owned the Belle Grove and Pasture plantations, while his brother William Butler Kenner owned the Oakland Plantation immediately upriver from Belle Grove. With the news that the New Orleans, Jackson and Great Northern Railroad would be crossing their property, Minor decided to build a town.

Having an incorporated town was the only way to get the train to stop and Minor had a thriving sugar cane business which needed the delivery capabilities the railroad could provide.

So in 1852, Minor incorporated Kennerville and by 1855 surveyor W.T. Thompson completed the map of the city. Even today, the locations and names of many of the streets in Kenner between the Airline Highway and the river are the same as shown on the original map.

There was no rapid expansion in the area, although many German and Irish immigrants arriving in New Orleans found their way to Kennerville to settle. They were later joined by Italians, Sicillians, Usticans and free Negroes. Small farmers instead of plantation owners, these new Americans helped develop Kenner into a thriving agricultural community.

Because of fertile soil, Kenner became the largest fresh vegetable center in the South and as many as 60 railroad cars full of produce rolled out of the city a day. The era of "Green Gold" lasted until 1945.

The city grew slowly, but in the past 30 years the population has exploded and Kenner is the fifth largest city in Louisiana. In 1913, Kenner had a population of only 1,904 people and only 2,440 in 1930. By 1949 the inhabitants numbered 5,535, but the boom was on. In 1955, Kenner had 9,000 residents and 20,000 just eight years later. By 1974, Kenner had more than 41,000 citizens and today the population exceeds 80,000.

The area known as Kenner today was one of the first identified by early European explorers. Frenchman LaSalle named the area "Cannes Brulees" or "burnt canes" on his voyage down the Mississippi River in 1682 because local Indians burned canebrakes to drive out game.

Later the area was among the first land concessions granted, those of M. D'Artagnan and M. Diron D'Artaquette being established at Cannes Brulees. By the time of the Louisiana Purchase in 1803, there were several plantations working, those being owned by Louis Trudeau, Maria Holliday and the widow of Jacques Fortier. Minor and William Kenner along with another brother, Duncan, bought out Trudeau's Oakland Plantation.

In 1842, Minor Kenner acquired Maria Holliday's Belle Grove Plantation shortly after her death, his wife being a daughter of Mrs. Holliday and one of the heirs in her succession.

Three of the Kenner brothers, William Butler, Duncan and George began buying Mrs. Fortier's Pasture Plantation in 1835, but Duncan and George soon sold their interests to Minor, so they could devote their attention to another plantation they owned in Ascension Parish.

In 1854, the Picayune newspaper in New Orleans published the following description of Kenner, as viewed from the railroad depot at the ten-mile post (from New Orleans):

"There were woods...tall black shafts of cypress with tresses of Spanish moss and other trees... well tilled expanses; large fields of waving corn; strongly springing rattoons and vigorous plants of sugar cane; contented peasants wielding sturdy hoes, guiding and driving plough and barrow; laborious immigrants toiling in the drains...in the distance, plantation works and houses spoke of naught but industry and happiness."

During the Civil War, an iron foundry produced cannon and cannonballs and afterwards Kenner became prominent in agriculture and in the lumber and packing industry, with many large lumber and box factories located there.

Following the Civil War, reconstruction brought about a change in Kennerville. Its population was largely black, according to state documents.

Toward the end of the nineteenth century, a black mayor, Cyprian "Scipio" Hutchinson, was appointed to govern the city. There were many other blacks appointed to public office by Union officers. During this period, many of Kennerville's black community landowners greatly contributed to the city's development by opening schools and operating businesses.

In 1913 the Orleans-Kenner Traction Company was chartered to provide electric transit service from Kenner to downtown New Orleans. In 1915 the street cars began operation, running from South Rampart Street near Canal Street to Kenner along a route that followed what is now Jefferson Highway. The O-K line last ran in 1930.

By 1915, Kenner boasted a large canning factory, a lumber yard producing railroad crossties, four physicians, two drug stores and other businesses. In 1917, an electric plant was constructed.

Kenner was officially incorporated in 1873, but the town lost its charter in 1886 because of political problems. In 1913

STORY OF THE CITY OF KENNER

In the year 1755 Kenner was one hundred years old.

After the American Revolution, William Kenner came to the promising new country of the Mississippi River to seek his fortune in trade and found it around New Orleans. As time went on he was one of the most prominent men in the state and a very highly respected sugar planter and Merchant Prince. (In 1795, on a plantation just a few miles below Kenner, Etienne de Bore first discovered how to successfully granulate sugar. That achievement transformed Louisiana immediately from a few plantations raising indigo to the greatest sugar producing area on the continent. Within a few short years Louisiana boasted more rich men (mostly planters) than any other section its size on American soil.) William Kenner was one of these rich planters when he died in 1825.

When William Kenner died he left his family a fortune. Among other things, he left his sons, Duncan and George, Ashland Plantation near Donaldsonville, Louisiana; to his son, Minor Kenner, Oakland Plantation, which is where Zahn's Nursery is at the present time, and to his other son, William Butler Kenner, Belle Grove Plantation, which is where Williams Boulevard and Jefferson Highway is now.

During the Yellow Fever epidemic in 1853 William Butler Kenner died. It was Minor Kenner, his brother and executor of his estate, who divided both Belle Grove and Oakland into small farms that flanked the new railroad in 1853 and helped form the new town of Kenner.

By 1854 trains were running between New Orleans and Osyka and trackbeds ran through Kenner cane fields--which meant that the plantations had been cut up into small sections and offered for sale to farmers and by 1855 these farmers,

In 1886, after the white citizens had finally won control of the state government the preponderance of former negro plantation hands in Kenner's population created an increasingly acute economic and political crisis that threatened Kenner's existence as a town for twenty years.

But in the late eighties and early nineties Italian families began coming from New Orleans to buy truck patches--and before long the white population and the prosperity picked up. By the turn of the century Kenner's lush land had turned into the richest and busiest produce producing area in Louisiana.

In 1908 Kenner lost its charter because there was a disagreement between the Parish of Jefferson and the town of Kenner over taxes and a group of citizens of Kenner got together and decided that it was to the best interest of the people to have the charter taken away. They went to Baton Rouge and the Secretary of State took the charter away. However in 1913, the farmers of Kenner figured they were prosperous enough to get back their official status as a incorporated community. So two-thirds of the voters presented a petition to the State and on December 13, 1913 Governor Luther E. Hall, of Louisiana proclaimed Kenner a village. A year later, after a census was taken, which showed a population of 1,904, it was officially affirmed that said Village of Kenner was then a town.

In 1915 the Orleans-Kenner Streetcar line was dedicated, which linked the Kenner farms to the New Orleans shops. This was the period that it was unlawful for goats and pigs to roam in the streets and strictly illegal to drive your horse and wagon on the sidewalk. If a train pulled through Kenner faster than six miles per hour the penalty was a \$100.00 fine and the conductor was put in jail.

By 1917 passenger trains were allowed to go through Kenner at a rate of twenty miles per hour and in 1917 Kenner built an electric light plant. By 1925 Kenner

returned, which was 1913, up to the present time:

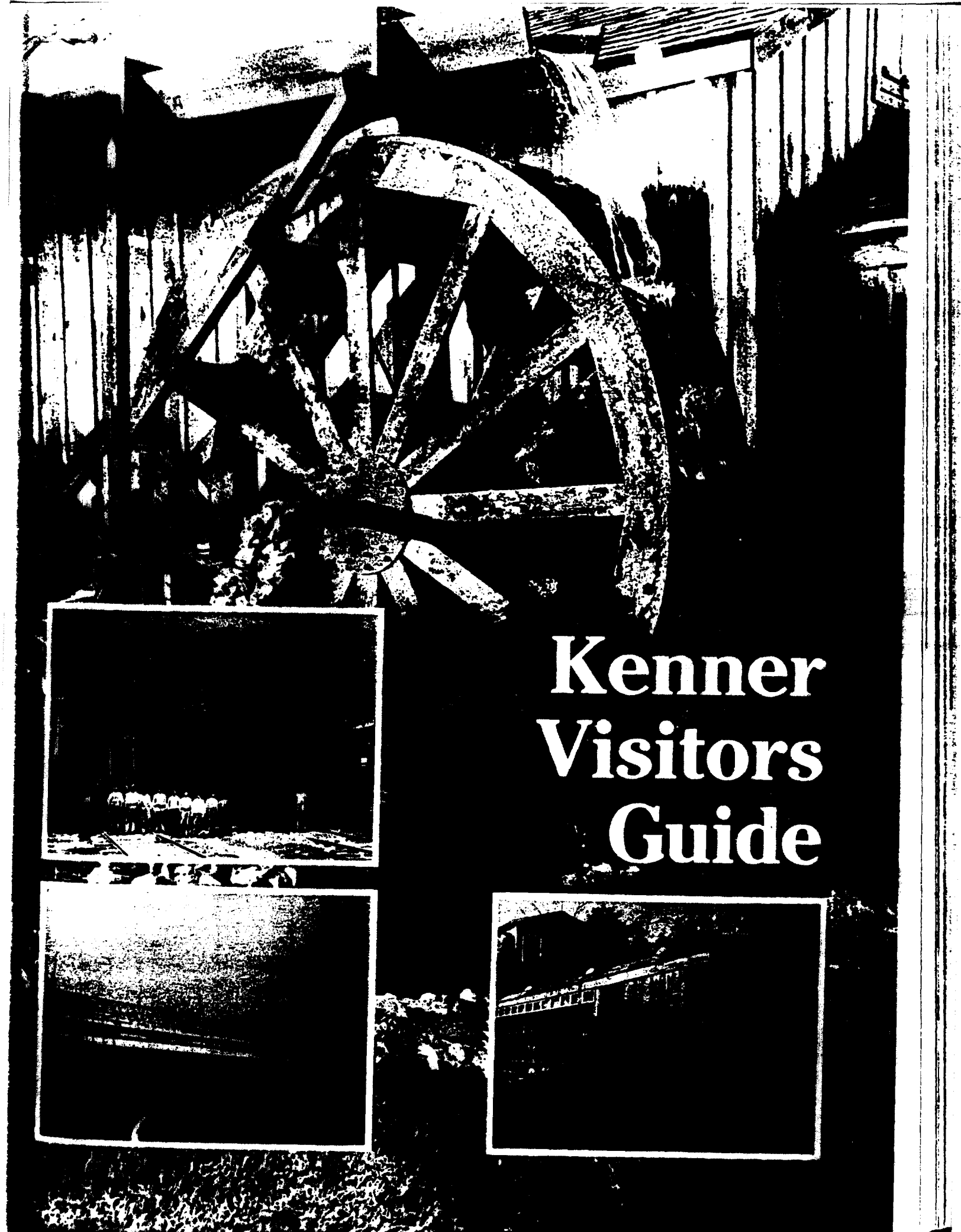
Mr. A. Wattigny	1913 - 1916
Mr. Paul Felix	1916 - 1920
Mr. George Thompson	1920 - 1921
Mr. August Cristina	1921 - 1922
Mr. Angelo Maggiore	1922 - 1924
Mr. Emile Deshautreaux	1924 - 1928
Mr. Anthony Centanni	1928 - 1930
Mr. Victor D'Gerolamo	1930 - 1942
Dr. Joseph Kopfler	1942 - 1957 (died during 1957)
Mrs. Joseph Kopfler	1957 - 1958 (filled her late husbands unexpired term)
Mr. Joseph Maggiore	1958 - 1962
Mr. Edward D'Gerolamo	1962 -

The original levee of Kenner was two and a half blocks back from where it is now. The levee has been moved four times. The first levee, when it was built, was built by wheel-barrow, the second and third time by mules and scrapers and the fourth time by dragline. The original ferry that ran from Kenner to the other side of the Mississippi River was nothing but a canoe owned and operated by a colored man. Mr. Effin (Muggy) Lochbaum is the oldest living citizen of Kenner, being born here eighty (80) years ago.

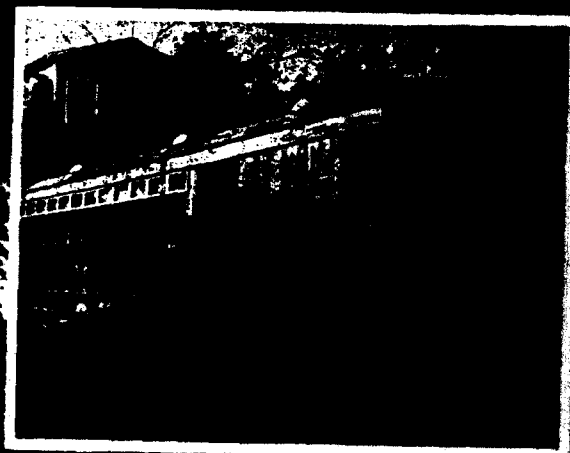
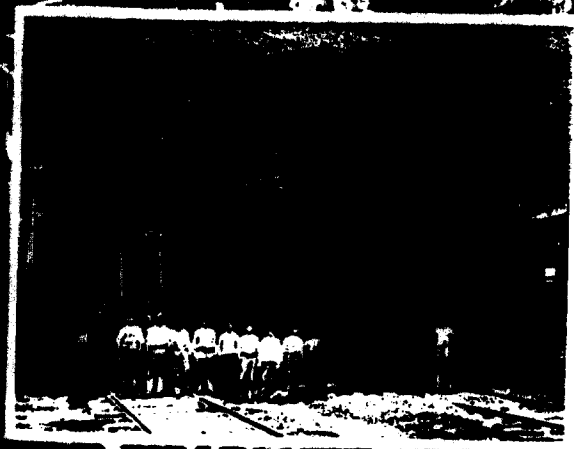
The City of Kenner operates under the Louisiana Act of 1898 which adopted a general plan for mayor and board of aldermen government. It did not apply to cities containing over 200,000 inhabitants. However, every other municipality incorporated on or after July 29, 1898, was to be governed by the law and was to exercise the powers conferred on the class to which it belonged.

Municipal Officers: The officers of the municipality include a Mayor, 5 Alderman, and a Marshal. The Mayor, Aldermen and Marshal are elected by the people. The Mayor and Board of Aldermen of every municipality are charged with the care, management and control of the municipality and its property and finances.

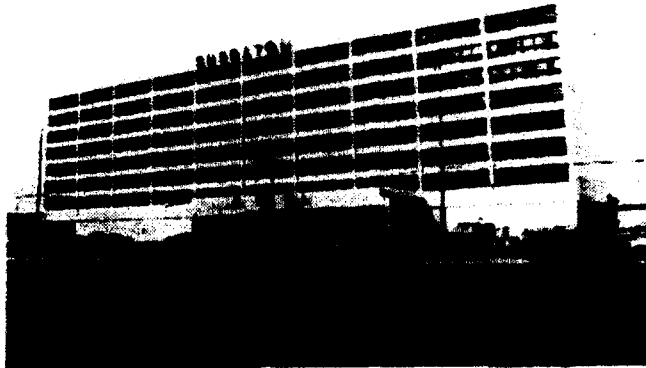
EXHIBIT E
KENNER VISITORS
GUIDE



Kenner Visitors Guide



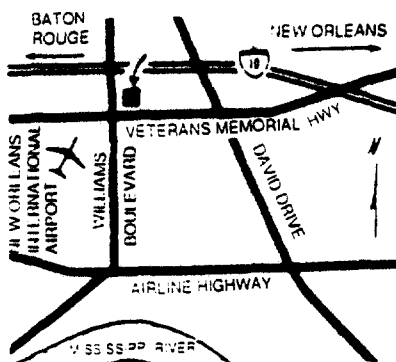
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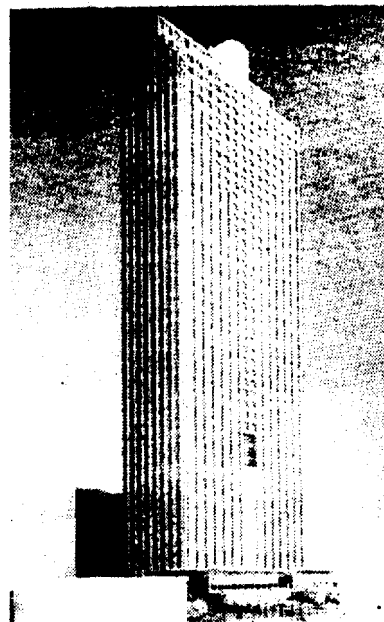
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Yes you can . . . in Kenner!

*Introducing the fifth largest city in Louisiana
where visitors and natives find new delights every day*

Explore, visit, stay awhile. Kenner has a history and a spirit all its own. Here you'll find good food, lots of fun things to do, moderate prices and a convenient location. Base your trip in Kenner, and you'll be in a perfect position to visit nearby New Orleans or strike out upriver for plantations and a taste of South Louisiana's agrarian past.

Kenner is a natural place, a growing place, a place with a fascinating past and a bright future. This guide was designed to introduce you to

Louisiana's fifth largest city — its attractions, geography, merchants and some of its people. Over 80,000 call Kenner home. They've chosen to live here because of its easy style, convenience and access to big city delights in New Orleans without the big city downside, and because Kenner has developed a special kind of urban/suburban/country flavor like no other place in the region. Here social pretensions evaporate and cooperation among all segments of the community is genuine and lasting. Kenner is full of characters,

some of whom grew up here, others who brought in habits, ideas and dreams to add to the existing mix. The city is a lot like a gumbo, that creole soup that South Louisiana is so famous for — spicy, flavorful, surprising, and in the end, wonderfully satisfying.

So, relax, spend some time in Kenner. Use this guide to plan your days and keep in mind that most anything you're looking for can be found right here.

In Kenner . . . you can!

Kenner Legacy

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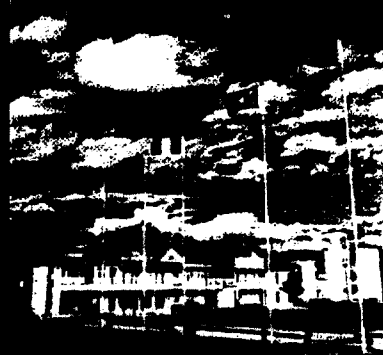
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KENNER
ON THE MOVE

Kenner Characters

Photos courtesy of the Kenner Historical Museum.



Henry P. Clay — circa 1910 — area fur trapper — also collected spanish moss which was used to stuff mattresses and pillows.



Nathan Ignatius Fourroux, Gunner's Mate First Class, USN. He was killed in World War II in March, 1945, and was awarded a Purple Heart in April, 1946.



Sheriff Frank Clancy was a benevolent ruler of Kenner and all Jefferson Parish for so many years that Kenner was known as 'Clancy's Ranch'.



Lazeine Windsor — circa 1900 — had a barber shop and a fur trapping business. The north side of present day Airline Highway was a wilderness and small game abounded.

Kenner Legacy

The past as prologue

*Water, rail, highway and flyway —
transportation has been the key to
Kenner city growth*

In colonial Louisiana, first the French and then the Spanish created agricultural concessions or plantations in the rich lands on either side of the Mississippi River above New Orleans. Planters cultivated cash crops of indigo, tobacco, wheat and later, cotton and sugar. These were harvested and transported down river to New Orleans which in the late 1700s was rapidly developing into an international center of commerce. It was during this time that William Kenner of Virginia, moved to New Orleans and soon established a profitable mercantile and commission business. Kenner became prominent in both business and political circles, and like many prosperous men of the time, bought a plantation in the upriver parish of Ascension. Although Kenner's mercantile business eventually faltered, and he died at age 47, his extensive land holdings became the basis of the empire which his four sons later enjoyed. With the plantation in Ascension as collateral, William Butler, Minor, George and Duncan Kenner systematically acquired before 1845 three large tracts — Oakland, Belle Grove and Pasture Plantations which encompassed all of modern day Kenner.

In the 1850s, the Kenner brothers sold a small portion of their land to a group of New Orleans businessmen who were putting together a rail line from New Orleans to Jackson, Mississippi. Eventually, the railroad linked up with the Illinois Central

and went clear to Chicago. From this time on, rail transportation played a crucial role in the development of Kenner, the city.

The area around present day Kenner was known as "Cannes Brulee", burnt canes, because at one time Indians burned the cane reeds along the river to flush out small game. With the completion of the rail link in the middle 1800s, it was possible for city folk to take an excursion out to Cannes Brulee. In addition to the large plantation tracts owned by the Kenners, there were smaller farms worked by Irish and German immigrants in the area.

In 1855, Minor Kenner hired a surveyor to draw up a plot plan for a new community on lands within the boundaries of Oakland and Belle Grove. This was New Orleans' first planned suburb. The stopping point for the railroad was called, appropriately, Kennerville.

However, before Minor Kenner's development plan could be fully realized, the Civil War broke out. Of course, after the war, nothing was ever quite the same in Kennerville or anywhere else in the South.

Due to its rich soil and abundant rainfall, and because of convenient rail access, Kennerville in the late 19th century became the vegetable capital of the region. Support businesses such as cooperages, box companies, packers and shippers developed in Kenner around the tremendous vegetable trade. Some 60 traincars of produce per day were

shipped from Kenner throughout the south.

Kenner grew slowly in the early 1900s and most of the residents liked it that way. In the 1930s, Airline Highway which linked New Orleans and Baton Rouge to the huge petrochemical plants built along the Mississippi River, had a great impact on the development of Kenner. In 1940 it was announced that an international airport would be built on 1300 acres in Kenner. This touched off a sympathetic residential building boom. At the time, the population of Kenner was only 2,375. The new airport was dedicated as Moisant International Airport in 1946, and helped to double Kenner's population by 1950. Today New Orleans International Airport is a state-of-the-art transportation facility and continues to be a key factor in all planning in Kenner.

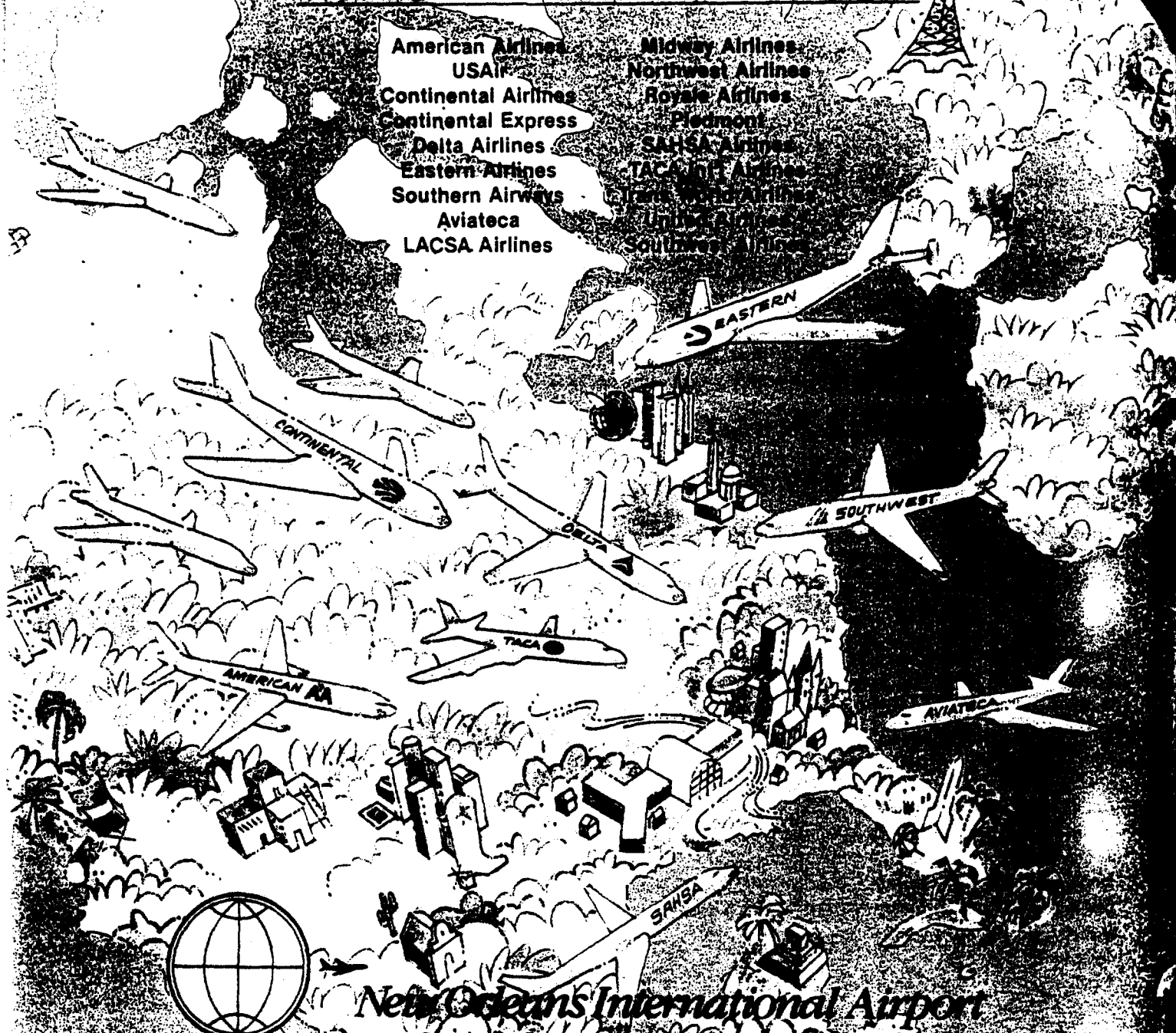
Population growth in Kenner since the opening of the airport has been called phenomenal: in 1950 - 5,535 residents; in 1960 - 17,037; in 1970 - 29,858; in 1980 - 66,382. 1988 estimates place the population of Kenner at 80,000. The challenge to public leaders during these decades of rapid growth has been and will continue to be, how to harness the energy and enthusiasm of so many new people in the community and provide essential services to them without sacrificing the quality of life which brought them to Kenner in the first place.



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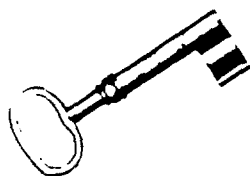


New Orleans International Airport

NEW ORLEANS AVIATION BOARD

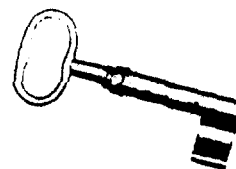
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469-2531

Number of Units/Suites

312/41

Rates

\$29-\$45

Entertainment/Food

Days Inn Restaurant

Amenities

Pool; playground; free shuttle to airport.

Number of Units/Suites

305/1

Rates

\$57-\$79

Entertainment/Food

Tony Shillelagh's inside bar, Audubon poolside bar, Cafe de la Paix, live entertainment, jazz band on weekends.

Amenities

Indoor pool; whirlpool; ping pong tables; game room; exercise room; sauna; children's activities director.

Number of Units/Suites

99/2

Rates

\$40-\$46

Entertainment/Food

The Greenhouse Restaurant, Lamplighter Lounge

Amenities

Outdoor pool.

GARDEN VUE SQUARE HOTEL

2438 Veterans Blvd.

Kenner, LA 70062

469-2800

Number of Units/Suites

78

Rates

\$55-\$65

Entertainment/Food

Cabana Cafe, Garden Vue Square Lounge

Amenities

Swimming pool; indoor-outdoor jacuzzi; sauna; exercise room.

NEW ORLEANS RAMADA INN AIRPORT

2610 Williams Blvd.

Kenner, LA 70062

466-1401

Number of Units/Suites

187/8

Rates

\$58-\$100

Entertainment/Food

Ruppert's Restaurant & Lounge

Amenities

Olympic-sized pool; complimentary morning coffee and newspaper; complimentary wine and cheese Monday-Thursday, 5-6; complimentary popcorn snack.

RODEWAY INN - KENNER

1700 I-10 Service Rd.

Kenner, LA 70065

467-1300

Number of Units/Suites

305/1

Rates

\$38-\$175

Entertainment/Food

Saia's Restaurant & Piano Bar

Amenities

Pool; outdoor jacuzzi; exercise; sauna.

SHERATON AIRPORT HOTEL

2150 Veterans Memorial Blvd.

Kenner, LA 70062

467-3111

Number of Units/Suites

244/3

Rates

\$92-\$116

Entertainment/Food

Nite Lite Lounge; Valentine's Restaurant; Oyster's, Etc.

Amenities

Two lighted tennis courts; outdoor pool and deck; 24-hour airport shuttle

HILTON AIRPORT

901 Airline Hwy.

Kenner, LA 70062

469-5000

Under construction. \$30 million project to be opened December 1988.

Number of Units/Suites

315/2

Rates

Not available at press time.

Entertainment/Food

Restaurant, two lounges

Amenities

Swimming pool; tennis courts; whirlpool; health club; free parking

PARK INN INTERNATIONAL

2125 Veterans Memorial Blvd.

Kenner, LA 70062

464-6464

Number of Units/Suites

126/1

Rates

\$32.95-\$41.95

Entertainment/Food

Wellington's Restaurant

Amenities

Jacuzzi; satellite TV; pool; free shuttle to airport and Jefferson Downs; complimentary morning coffee.

TRAVELODGE AIRPORT

2240 Veterans Memorial Blvd.

Kenner, LA 70062

469-7341

Number of Units/Suites

196/2

Rates

\$34.95-\$58

Entertainment/Food

Lulu's Mahogany Restaurant and Bar, poolside bar

Amenities

Two swimming pools; jacuzzi; free airport shuttle.

HOLIDAY INN AIRPORT AND HOLIDOME

2929 Williams Blvd.

Kenner, LA 70065

467-5611

QUALITY INN - AIRPORT RODEWAY INN - AIRPORT

851 Airline Hwy.

Kenner, LA 70062

467-1391

Browsers' Travelog

Passing a good time in Kenner

Which kind of visitor are you? Are you in New Orleans International Airport with a three-hour layover? Are you a budget-minded family lodging in Kenner, but planning to visit New Orleans? Are you a traveling salesperson who needs a break? Maybe you've lived in Kenner for a few months but have been too busy to explore?

Well, today's the day for you to treat yourself to something fun. Kenner, Louisiana, nestled between Lake Pontchartrain and the mighty Mississippi River, offers shoppers, browsers and explorers a rich combination of experiences. At one end of the city there's history, culture and family adventures all wrapped up in a neat district called Rivertown, USA. At the other, there's the glitzy, high fashion, high excitement world of the Esplanade, one of the largest enclosed shopping malls in the South. Certainly, it's the most beautiful.

Now, let's get started. Everything in Kenner is easy to find because the city's main street, Williams Boulevard, runs right through the middle of town, north and south. At the northern end is Lake Pontchartrain, at the southern is the river and Rivertown. Most everything is on Williams or intersects it. You'll hear names like Chateau, West Esplanade, Airline, I-10. These are the major east-west arteries. If by some chance you get confused, don't hesitate to stop and ask for help. These natives are definitely friendly.

Down By The Riverside, There's Rivertown.

White picket fences, quaint street signs and light standards, Victorian

buildings and restorations from the 1800s, a train depot, and a steamboat dock. Hmmm. Have we entered a time warp? No. This is Rivertown, USA, a village, pedestrian mall and historic preservation district which was only a dream in the mind of Kenner Mayor Aaron Broussard in 1983. Today it's a unique area of shops and museums that trade on nostalgia, history and a special relationship to the Mississippi River.



Landscaping is an important element in the Rivertown mis-en-scene, and flowers and shrubs are carefully placed and tended. The historic buildings and the new ones designed to match the spirit of their older brothers create a feeling of an earlier, less troubled time.

For a panoramic view of the Mississippi River, stroll down to LaSalle's Landing. This little plaza snugged up to the levee is named for explorer Rene Robert Cavalier Sieur de la Salle. In 1682, LaSalle's expedition made an incredible voyage down the Mississippi from Canada in canoes. He landed in this vicinity and placed a cypress cross in the soggy bank. In the grand and heroic manner of the time, he claimed all of the lands drained by

the Mississippi for King Louis XIV of France and for the glory of God. A solid cypress statue of LaSalle commemorates his deed.

After a visit to the landing, move on to the three museums based in Rivertown highlighting and preserving Louisiana's wildlife, railroads and Kenner's historical past. All are within a few blocks of each other and are a family bargain. In each, adults pay \$1, senior citizens pay 75 cents, and children pay 50 cents. "Where else can a family spend 1 1/2 hours, see all three museums for about \$10?" asks Henry Rando, museum coordinator.

The Louisiana Wildlife and Fisheries museum houses 700 species of animals, most displayed in their natural setting. And here children are encouraged to pet the nutria, otter, and other denizens of bayou country. Also in this building is a 15,000-gallon aquarium with a wide variety of marine life from local waters.

In the Kenner Historical Museum are displays and items from the boom days of Kenner when it was the vegetable capital of the area and provided tons of greens to markets all over the South. History buffs will enjoy the exhibit of presidential papers also housed in the museum, including one signed by George Washington himself.

According to Henry Rando, the Black History section of the museum rivals or surpasses collections at black universities.

Louisiana is almost as famous for its flamboyant politics and politicians as it is for its spicy cuisine. Here in the Kenner Museum, an entire room is dedicated to Sheriff Frank J. Clan-

cy. This is only fitting, since the museum is located in his former home! In Huey Long fashion, this man reigned as a kind of "king" in Kenner for 28 years, according to Mel Leavitt, a local historian and television commentator. "Clancy was the law in Jefferson Parish, and Kenner was referred to as the Clancy Ranch. But fortunately, Clancy was also a likeable rapsallion."

When the Rivertown concept was still in the dream stages, a special group of people whose hobby and passion is old railroads, got together to form OKRA — the Old Kenner Railroad Association. This group is responsible for what you see in the Louisiana State Railroad Museum. Located in the 1913 A.N.N. Alexander Mercantile Store building, it is adjacent to the Illinois Central Gulf Tracks in Rivertown.

It took David Porter and his mechanical knowledge and Earl Hampton and his vast streetcar know-how, two years to put together the full-scale streetcar that's the pride and joy of the museum.

"We did it all for the fun of it," says David with a proud gleam in his eye, "although my real forte is steam." Children get a big bang out of shifting the gears and making change like a real conductor on this model of the oldest continuously running streetcar in the world.

Members of OKRA manage the museum, assist with historical research and are tickled pink to answer any questions.

As rich as it is in museums, Rivertown is also rich in cultural attractions like the Kenner Community Theatre. This group produces six plays a year and has plans for a dinner theater, children's productions and frequent workshops. Check with them to see what's on the boards when you can attend.

After all that learning and looking at museums, it's about time for some serious shopping. There's quite a mixture in Rivertown of quaint shops and art galleries. Each one has a distinctive personality reflecting the wide ranging interests of the



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owners. Some are open and airy, others are chock-a-block full of handicrafts and bric-a-brac.

Shopping usually makes people good and hungry and, lucky for everyone in Rivertown, Cafe Alexander is open for lunch Wednesday through Saturday. This tiny restaurant features local cuisine in a country atmosphere and is especially strong in its dessert and bread creations.

Rivertown is the scene of many local festivals during the year and performing groups of all kinds are frequently entertaining. Check with the Kenner Tourist Commission located on Short Street in the old Kenner City Hall and Jail to get the latest information.

Go North on Williams.

Hop in your car and head north on Williams. You're headed for the lake now, and several blocks before you get to the lake you'll see the signs directing you to the Esplanade, the premier shopping center in the

metropolitan area. While Rivertown symbolizes the beauty and style of the past, the Esplanade leads the region in presenting the most fashionable styles and merchandise in a glittering and vibrant way.

This breathtaking mall is 1.1 million square feet and features Macy's, Mervyn's and D.H. Holmes as well as 150 boutiques and specialty shops. According to Andre Grondin, general manager of the center, the Esplanade is thriving even though the South Louisiana economy is in a down cycle. "Apparently, we give shoppers what they want — a fantastic mix of shops in a pleasant, controlled atmosphere," he says.

The Esplanade was designed by the RTKL Design Group of Baltimore during the 1984 World's Fair which was held in New Orleans. The architects were impressed with the fair's design schemes and so many design elements of the fair were incorporated into the plan for the Esplanade, including the pastel palette in the color scheme, graceful

columns, soaring arches, grillwork, fountains, tropical courtyards, and lush interior landscaping.

Live jazz bands often play for shoppers in the mall, and in the food court called La Terrasse, is an international array of cuisines and styles.



Now that you've shopped, browsed and explored Kenner to the south and Kenner to the north, you probably need a little rest. Get back to your hotel and put your feet up for a while. There's a lot more to see and do in Kenner, but save it for another day!

Our fans won over \$50,000,000 a year at Jefferson Downs.

Now they're winning even more!

Doors Open: 5:45 P.M.
Post Time: 7:15 P.M.
Reservations: 466-8521

See the best horse racing in the South Wednesday through Sunday night. Leave dinner while you wait. Pick your winner in our comfortable clubhouse. Plenty of parking. Enjoying the fair.

What you'll find at the Esplanade

DEPARTMENT STORES

Macy's
D.H. Holmes
Mervyn's

WOMENSWEAR

Alain Manoukian
August Max
Banana Republic
Benetton
Body Shop
Brooks Fashions
Casual Corner
Signal
Contempo Casuals
County Seat
5-7-9
The Gap
Jarrod's
Kamma's Imports
Lane Bryant
Laura Ashley
Lerner
Lillie Rubin
The Limited
Limited Express
Millers Outpost
Ormond
Other Dimensions
Pasta
Paul Harris
Petite Sophisticate
Porter-Stevens
Rave
Teen Scene
Units
Ups N Downs
Woman's World
Worth's

MENSWEAR

Banana Republic
Benetton
Chess King
Signal
County Seat
DJ's
The Gap
J. Riggings
JW
Jarrod's
Millers Outpost
Oak Tree
Porter-Stevens

SHOES

Ansonia
The Athlete's Foot
Bakers
Butlers
Fanfares Shoes
Father & Son
Florsheim
Foot Locker
G.H. Bass
Kinney Shoes
Naturalizer
9 West
Red Cross Shoes
The Shoe Gallery
The Shoe Gallery, Jr.
Stride Rite
Thom McAn

RESTAURANTS

Cafe Du Monde
(two locations)
Chick-fil-A
Ruby Tuesday
Sbarro

FOOD RETAIL

Cookie Co. (two locations)
General Nutrition Center
Herbert's Potato World
Karmelkorn
Swensen's
Tropik Sun Fruit & Nut



FAST FOOD

Cajun Kitchen
Dante's Cafe
Franks 'N Fries
Hardee's
Herbert's Potato World
Manchu Wok
Po-Boys etc.
Soups & Salads
Taco Bell

JEWELRY

Gordon's Jewelers
Hausmann's
Intrigue
JB Robinson
J. Todd
Kay Jewelers
Leonard Krower
Sweeney's Jewelers
Zale's Jewelers

GIFTS/BOOKS/STATIONERY

B. Dalton Bookseller
Circus World Toys
Cuddly Friends
J. Carvin
Kay Bee Toy & Hobby
Leonard Krower
Lynn's Hallmark
Paradise
Pets Pets & Petz
Pour Moi
Rapp's Luggage
Scribbles & Giggles
S.W.A.K.
Things Remembered
Waldenbooks
Wicks 'N Sticks

LEISURE MERCHANDISE

Champs
The Electronics Boutique
Leonard Krower
Radio Shack
Record Bar
Sound Shop
Wolf Camera & Video
Photo Lab

SERVICES

Eckerd
H & R Block
Heakin Research
Holmes Car Care Center
John Jay Salon
Lens Crafters
Merchant's Bank ATM
Pearle Vision Center
Regis Hairstylists
Supercuts

HOME FURNISHINGS

AT&T Phone Center
The Bombay Company
Butterfields etc.
Cutlery World
Deck The Walls
Laura Ashley
Paradise
The Picture Show
Pour Moi
Prints Plus
This End Up
Wicks 'N Sticks

SPECIALTY APPAREL

Accessory Accents
Champs
Cheers
Claire's Boutiques
Mitchell's Formal Wear
Mothercare
Plus
Sunglass Co.
Tennis Lady/Tennis Man
Victoria's Secret

CHILDREN'S APPAREL

The Children's Place
Gap Kids
Mothercare



Rivertown Shops, Stores and Businesses

Attics & Old Lace
325 Williams Blvd.
Kenner, LA 70062
464-0061



Comprehensive Business Service
2100 Third St., #9
Kenner, LA 70062
468-8241

Family Produce & Restaurant
2125 Third St.
Kenner, LA 70062
466-9852

Dependable Plumbing
405 Williams Blvd.
Kenner, LA 70062
466-6999

Ferrel's Framing & Gallery
2100 Third St., #4
Kenner, LA 70062
468-8852

Dillon Real Estate & Insurance
2005 Third St.
Kenner, LA 70062
466-7992



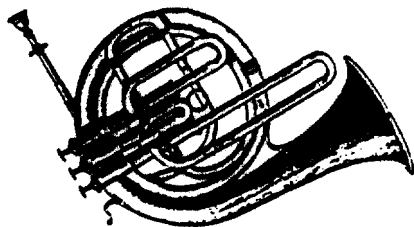
Billot-Carter Exterminating
2014 Fourth St.
Kenner, LA 70062
466-7825

Discount Meat Market
322 Williams Blvd.
Kenner, LA 70062
466-4890

The Good Fairies of Hullen Ridge
409 Williams Blvd.
Kenner, LA 70062
464-1410

City of Kenner (Community Development)
2100 Third St., #8
Kenner, LA 70062
468-7588

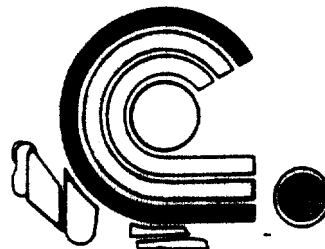
City of Kenner-Office of Tourism
1903 Short St.
Kenner, LA 70062
468-7228



Conrad's Music Store
320 Williams Blvd.
Kenner, LA 70062
467-8367

Cafe Alexander
509 "B" Williams Blvd.
Kenner, LA 70062
468-9289

Don Carter's
All☆Star Lanes



WELCOMES YOU TO OUR
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Open 24 hours

A-S 80 Automatic Scorers

Bowl one game, get next one FREE with this ad -
valid during open play only.

(offer expires 12/31/88.)

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Galerie Barbe'
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Kenner, LA 70062
467-9899

Hilton Airport - Off Site
2100 Third St.
Kenner, LA 70062
469-5000

Jet Auto Parts
2129 Third St.
Kenner, LA 70062
464-0061

Norman Motors Auto Upholstery
512 Williams Blvd.
Kenner, LA 70062
464-9291

Jai's
500 Williams Blvd.
Kenner, LA 70062
469-2503



Ramon Salon of Beauty
419 Williams Blvd.
Kenner, LA 70062
466-9519

Ra-She's Hair Designers
2120 Fourth St.
Kenner, LA 70062
464-8982

Roy's Electronics and Music
401 Williams Blvd.
Kenner, LA 70062
468-3266

Rivertown, USA Antiques Inc.
421 Williams Blvd.
Kenner, LA 70062
464-7541

Snack Shop
308 Felix St.
Kenner, LA 70062
464-0027

Tori-Lynn Dance Studio
2120 Fourth St.
Kenner, LA 70062
340-8099

Ward's Auto Parts
314 Williams Blvd.
Kenner, LA 70062
467-5745

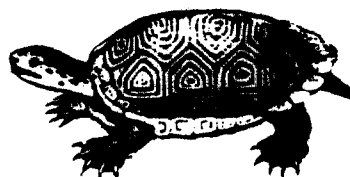
Wreath Cottage
421 Williams Blvd.
Kenner, LA 70062
464-7541

What's What at the Museums

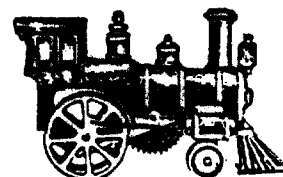
**When? — Where? — How
Much?**

1. Louisiana Wildlife and Fisheries
Museum
303 Williams Blvd.
Kenner, LA
(504) 468-7274 or 468-7232
Open: 9:00 a.m. to 5:00 p.m.
Tuesday-Saturday
1:00 p.m. to 5:00 p.m. Sunday
Cost: \$1.00 adults; 75¢ senior cit-
izens; 50¢ children

2. Kenner Historical Museum
1922 Third St.
Kenner, LA
(504) 468-7258 or 468-7274
Open: 9:00 a.m. to 5:00 p.m.
Tuesday-Saturday
1:00 p.m. to 5:00 p.m. Sunday
Cost: \$1.00 adults; 75¢ senior cit-
izens; 50¢ children



3. Louisiana State Railroad Muse-
um



519 Williams Blvd.
Kenner, LA
(504) 468-7223 or 468-7274
Open: 9:00 a.m. to 5:00 p.m.
Tuesday-Saturday
1:00 p.m. to 5:00 p.m. Sunday
Cost: \$1.00 adults; 75¢ senior cit-
izens; 50¢ children

For more information:
Kenner Office of Tourism
1903 Short St.
Kenner, LA 70062
(504) 468-7228
Talk to Lillian Reed, Tourist
Coordinator; she'll get you ex-
cited about Kenner.

KENNER: Preserving



LaSalle Landing Rivertown, U.S.A.



Louisiana Wildlife & Fisheries Museum

ie past. . . building for the future

In Kenner, you can turn back a page in history and see how it was. . . a paddle wheel steamboat, Rivertown, USA, a historical restoration and the site of three museums, LaSalle's Landing, a colorful levee park.

Louisiana's fifth largest city, Kenner is laying a solid foundation for the future. Parks, recreational areas, quality municipal services. . . that's Kenner on the move.



Kenner Firefighter



Train in Veterans Memorial Park

KENNER

ON THE MOVE

Horses and Horsemen Get Together at Jefferson Downs

*Two Kenner families have a special
feeling for the sport of kings*

In Kenner, just west of New Orleans where 80,000 people live, and thousands more visit each year, there are also hundreds of horses in residence. More than 1,000 sleek thoroughbred speedsters check into the barns each season at Kenner's most exclusive lodging facility, Jefferson Downs. Night racing at the track goes on from April through mid-November. Trainers, jockeys, grooms, valets, vets, racing officials, parimutuel clerks and numerous other categories of humans are on hand to pamper, prepare and encourage the four-legged stars of the sport of kings.

And then there are the fans — horseracing attracts a mind-boggling assortment of the species from the well-heeled to the well-intended all out for pleasure, fun and the excitement that cannot quite be equalled by any other spectacle. In the course of a racing season at Jefferson Downs, literally thousands of people will stand up and shout at the daily drama of the home stretch. The winners will go home whistling a happy tune, and even the losers know that there's always another day, another horse, another race.

The economic impact of Jefferson Downs on the city of Kenner is phenomenal in terms of dollars and also in terms of its influence on the lives of some unusual Kenner residents.

They say that horses and horse racing get in the blood like no other

sport. Young boys and young girls fall in love with the beauty, power, and speed of thoroughbreds and for some that love never wanes. In fact, horses become such a passion that many a horse-crazy kid spends a lifetime trying to reconcile the demands of a career at the track and a more traditional way of making a living and raising a family. This is a story about two Kenner families whose lives have been greatly influenced by horses and who wouldn't have changed a thing if they could go back and do it all over again.

Behind the scenes at Jefferson Downs is a cast of characters that have some of the elements of a Damon Runyon story or a Hollywood movie, but more often than not, the people from the backstretch are those horse-crazy kids now all grown up and doing very well at combining horse-business and life and family business in a unique way.

Take Nelson Menard, for example. He and his wife, Frankie, have raised a family on horseback, so to speak. Horsebacks might be a better description. Nelson, at 42, retired from riding in 1987, with 2,400 wins as a jockey. For 26 years, he knew the thrill of victory and the agony of four feet as he guided his quicksilver, high-strung charges in competition against some of the best in the land. Head of the River, Princely Motion, Bon Bon, and Hearts of Lettuce were a few of his

most successful mounts. These days, Nelson is learning a new relationship to the ponies — he's a placing judge at Jefferson Downs.

Frankie Menard, Nelson's partner of 20 years, has managed family affairs very well, thank you, although she says that before year-round racing came to South Louisiana with Jefferson Downs and the Fair Grounds in New Orleans offering meets in a split season, life on the road following Nelson had its tough moments. "Landlords and store owners were really wary of horse people. They treated some of us like circus folks. Here today and gone tomorrow. That's all changed now that there's year-round racing." For the last eight years since her children have been launched and in school, Frankie has worked as a mutuel clerk supervisor for Jefferson Downs. Does Frankie like the horses? "I've been known to make a bet," she smiles. The Menard children, Nelson Jr. (17) and Chrishella (15) have grown up around horses, horse talk, and horse people, and show no signs of peculiarity.

Nelson Menard's story has its own inner logic. When Nelson was 14 years old working on a farm in Abbeville, Louisiana, which is out in Acadian country to the west, he got his first taste of horses. That was all it took. Pretty soon he started his apprenticeship and began riding at the forerunner of the present Jefferson Downs, which natives, not sur-

prisingly, call the old Jefferson Downs. In his debut race at age 17, he weighed 65 pounds, so he had to carry two lead packs and a 12-pound saddle to bring his weight up to scale.

In his early years, Nelson followed the horses to tracks in Texas, New Mexico up in Cleveland, along the East Coast, and did all right. He won the riding title at Evangeline Downs in 1966, but he also met Frankie when he worked at Evangeline, and after a two-year courtship, they were married. Both of them were good sports about the gypsy-like aspects of life as a jockey until the children came along. Something about kids and schools and childhood forces families to find ways to adapt. Nelson and Frankie both laugh when he tells a story about taking the family up to Saratoga for a month of racing when Chrishella was three months old and Nelson Jr. was 24 months. Through a friend, Nelson had rented a rustic little cabin on a lake for the family not too far from the track. Like any good South Louisiana man, he hoped to do a little fishing between races. Sounded just perfect. When the family arrived they found that "rustic" was a bit too elaborate a description of the cabin, "primitive" was more like it. Extremely primitive. Anyone with little children knows that "primitive" and two children under two are not a happy combination. Certainly not if the mommy and daddy want to emerge from the experience with their sanity intact. The family took up temporary residence in a motel and Nelson soon found a little house close to the track that would do for the season.

The Saratoga summer dramatized for Nelson and Frankie the need to get some stability in their childraising years, so in 1971, Nelson began riding at the Fair Grounds in New Orleans during the winter season and Jefferson Downs in Kenner during its summer season. They bought a house in the Woodlake section of Kenner because "it was a little more like being in the country and the



Nelson and Frankie Menard at the track.

PHOTO BY DONN YOUNG

people were so friendly," Frankie explains in her soft New Iberian accent. Finally, there was some balance and regularity in the Menard household, and that's been fine for everyone. The family still lives in the same house about a mile from Jefferson Downs and, even though Nelson has retired as a jockey, there is lots of horse business in the planning stages for this family's future. Nelson is examining the routes available to an ex-jock while he continues his work as an official judge. Unlike so many jobs which end and leave a worker in retirement limbo, a horseman just gets better with experience. And, while the riding may be a young man's game, training horses, representing jockeys as an agent, official work in the clubhouse and many other opportunities are available to the older professional. Nelson Menard has some happy decisions to make and, fortunately for him, he feels he's in the right place at the right time. South Louisiana horse racing is experiencing a renaissance of sorts for two main reasons. Offtrack betting is now possible, and this inevitably means bigger purses for races. Bigger purses attract better horses and generate more excitement and interest. Additionally, Nelson feels that

Louisiana-bred horses have improved enormously in the last decade. Breeders have upgraded their stock to the point where Louisiana-breds can compete successfully on the national circuit.

Obviously, where the purses are bigger and the horses faster, racing as an industry, livelihood and sport can only get better and better.

Jefferson Downs is homebase for another Kenner professional horseman whose love affair with thoroughbreds started early. Very early, indeed. Forrest "Bucky" Lanning, who grew up in Kentucky, had a grandmother who was a "legitimate racetrack nut," according to her adoring grandson. From the time he was two, she brought Bucky along to Churchill Downs and helped create in his mind an image of racing and horses and the drama of the sporting life that had a strong streak of the romantic to it. By the time he finished high school and the service, Bucky knew two things for sure — he wanted to go to college and he wanted to be a horse trainer.

College was the easy part. He breezed through Western Kentucky University where he met his wife Pat, a fellow student, whom he married in 1965. Then he entered the